

2014 Sponsorship Media Kit

Surprise Stadium PARTNERSHIP OPPORTUNITIES



www.surpriseaz.gov/recreation

Campus Overview

The tradition continues to grow within the City of Surprise as the Surprise Recreation Campus embarks on a new year filled with a series of events that make the City of Surprise a premier tourist destination.

With over 200 acres of recreational opportunities, the Surprise Recreational Campus extends over a 10,500 seat stadium, 12 major league practice fields, youth baseball complex, 8-acre Multi-purpose Soccer Field, 25 court state of the art tennis complex, and an aquatic center which includes a competitive pool and diving well.

As a multi-purpose venue, the Surprise Recreation Campus aims to not only provide a foundation for our community programming, but to also provide our community members and businesses with exclusive options to expand and build supreme branding opportunities.

This media kit will feature a guideline in assisting you in finding a perfect fit for your company and/or organization to help maximize every aspect of a partnership opportunity with the Surprise Recreation Campus.

Surprise Stadium

Surprise Stadium

Voted Best Stadium to watch a Spring Training Game, the Surprise Stadium proudly serves as the Cactus League Spring Training Facility for the Texas Rangers and the Kansas City Royals Major League Baseball Organizations.

Developed in 2002, the Surprise Stadium is constructed over 200 acres and is comprised of an 10,400 seat stadium, six club level suites with outside stadium seating, state of the art scoreboard, 12 major league size practice fields (6 lighted), 16 hitting tunnels, 36 shooting gallery pitching mounds, and a 8-acre multipurpose turf recreation field.

Averaging over 4,000 daily visitors throughout the course of Spring Training, the Surprise Stadium strives to continue to providing the ultimate Spring Training experience for baseball fans.



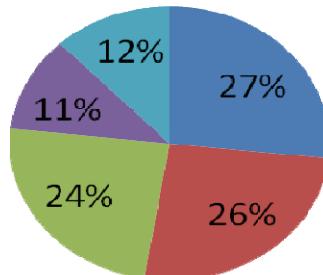
Sports Tourism

According to a recent economic impact study nearly all out-of-area visitors stayed one night in the Phoenix Metro Area while attending a Cactus League game (Cactus League, 2012). For the Surprise Recreation Campus, nearly all out-of-area visitors including those from the surrounding areas averaged three or more nights while attending an average of three or more games.

In addition to Spring Training, visitors took advantage of local area activities which included shopping, fine dining, golfing, sporting (non-baseball) events, local night life and visits to national/state parks.

Stadium Events Impact

■ Shopping ■ Dining ■ Sightseeing ■ Night Life ■ Golf



Marketing Opportunities

Spring Training



The Surprise Recreation Campus is home to the Texas Rangers and the Kansas City Royals.

SPONSOR PACKAGES

GRAND SLAM

- Outfield Billboard
- Full Season Concourse Display
- Half-Inning Promotion
- Game Day Sponsorship
- Full Page Program Ad

Value: \$26,000

Price: \$20,500

HOME RUN

- Outfield Billboard
- Daily PA Announcements & Ribbon Board Display
- Game Day Sponsorship
- Full Page Program Ad

Value: \$15,500

Price: \$12,500

TRIPLE PLAY

- Outfield Billboard
- Daily PA Announcements
- Full Page Program Ad

Value: \$10,500

Price: \$8,500

GAME DAY

Concourse Display Table

Full Season.....	\$10,000
3 Days	\$1,500
Individual Game	\$1,000

HalfInning Promotion with Ribbon Board Display.....	\$5,000
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Jumbo Tron Commercial.....	\$4,500
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PA Announcement/Scoreboard Display Ad	\$4,000
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Game Day Sponsorship.....	\$3,000
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Exit Coupon (Individual Game)	\$1,500
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SOUVENIR PROGRAMS

Full Page.....	\$3,000
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Half Page.....	\$2,000
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Quarter Page....	\$1,300
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SIGNAGE

Bullpen Signage.....	\$11,500
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Outfield Signage.....	\$7,500
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Down the Line.....	\$4,500
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Surprise Stadium signage provides 12-month visibility



SPONSOR PACKAGES

SUPPORTING SPONSOR

- Company name/logo on collateral
- Company name/logo on stadium court
- Signage at the Surprise Tennis & Racquet Complex For 12 months
- (1) 30 second commercial in post broadcast on the Tennis Channel
- Vendor Booth
- Full page ad in event program
- (4) Gold tickets to all sessions
- (4) VIP access passes to the Pre-Hospitality event (Includes all you can eat buffet and drinks)
- (2) Spots in the Player's Clinics

Price: \$20,500



GAME DAY

On Court Signage

Company logo displayed on-court during matches	\$5,500
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Vendor Space

10'x 10' space for both days of the tournament	\$1,500
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Program Ad

Full color page - 5"x8"	\$1,000
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On-Court Promotion

1 per session	
Includes PA Announcement	
Guess the speed of the serve	
Return the pros serve	
Lucky seat giveaway.....	\$1,000

Website

Preferred location/listing on tournament website	\$1,000
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CTCA Tennis Championships

Electronic Announcements



edge signage



Inning Promotion



Concourse Display



Youth Sports



Averaging over 2,000 participants during our Fall and Winter youth programs, 1,900 during our Spring and Summer youth sports programs the Surprise Youth Sports Division provides an environment where families can enjoy and share in the Surprise Recreation Campus traditions of family and community values and commitment.

Your company and organization can have the opportunity to share in the tradition by partnering throughout our Youth Sports Programming seasons as a contributing sponsor. As we continue to grow within our Community so can the outreach of our valued business partners.